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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: David H. Sprogis GROUP NO.: Unknown
SERIAL NO: 09/627,870 EXAMINER: Unknown
FILED: July 28, 2000

Box DAC
Assistant Commissioner of Patents
Washington, D.C. 20231

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DEC 06 2000

Technology Center 2100

PETITION TO MAKE SPECIAL UNDER 37 CFR §1.102

Applicant respectfully requests that the above application be made special. Applicant hereby asserts that Applicant caused to be made a careful and thorough search of the prior art at the United States Patent and Trademark Office. The search was conducted in class 348, subclasses 6 and 7; class 455, subclasses 3.1, 3.2, 4.1, 4.2, 5.1, and 6.3; and class 705, subclass 14.

In addition, Applicant believes that all claims are directed toward a single invention, and Applicant respectfully requests that the examiner proceed with examination on the merits of all of the claims.

In compliance with MPEP §708.02(VIII)(C) and (D), Applicant hereby encloses a copy of an Information Disclosure Statement, and Form PTO-1449 that were submitted when the application was filed on July 28, 2000. The application claims priority to U.S. Ser. No. 60/148,807, and has now been assigned Ser. No. 09/627,870. Copies of the references listed on the PTO-1449 were filed with the application on July 28, 2000.

In compliance with MPEP §708.02(VIII)(E), Applicant asserts the following regarding the references cited in the Information Disclosure Statement:

U.S. Patent No. 5,381,476 (to Kimoto et al.) discloses a video theatre system having a reproducing apparatus by which pictures reproduced from a distribution tape and pictures received from a communication satellite are alternately presented on a screen. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 5,392,066 (to Fisher et al.) discloses an in-store advertising system in which advertisements are broadcast from a central site and received by monitors positioned in retail stores. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 5,412,416 (to Nemirofsky) discloses a video media distribution network apparatus and method for permitting advertisements to be distributed from a distribution center to receiving sites. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 5,521,631 (to Budow et al.) discloses an interactive digital video services system for enabling distribution of digitized video programming including advertisements. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 5,568,181 (to Greenwood et al.) discloses a system for providing multimedia distribution over wide area networks. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 5,761,601 (to Nemirofsky et al.) discloses a system for providing video

distribution of advertisements to businesses, such as retail stores that are geographically dispersed. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 5,801,754 (to Ruybal et al.) discloses an interactive theater network system that links a plurality of motion picture theater auditoriums so that live, interactive events may be conducted with theatre audiences throughout the theater network. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 5,838,314 (to Neel et al.) discloses a digital video services system with optional interactive advertisement capabilities. The system is disclosed to enable the distribution of digitized video programming, including advertisements, to a plurality of sites. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 5,892,535 (to Allen et al.) discloses a flexible, configurable, hierarchical system for distributing media. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 5,924,013 (to Guido et al.) discloses a method and apparatus for transmitting motion picture cinematic information for viewing in movie theaters and an ordering method therefor. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 5,955,710 (to DiFranza) discloses an information distribution system for use in elevators for distributing information (including advertisements) to elevator display units in

elevators. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 5,983,069 (to Cho et al.) discloses a point of purchase video distribution system for the distribution of video media (including advertisements) from a distribution center to a multitude of receiving sites. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 6,009,465 (to Decker et al.) discloses entertainment and information systems and related management networks for transmitting video and text from a hotel office to hotel rooms. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 6,026,368 (to Brown et al.) discloses an on-line interactive system and method for providing content and advertising information to a targeted set of viewers via a computer mediated communications network. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 6,026,369 (to Capek) discloses a method for distributing advertising in a distributed web modification system to a number of access providers that have clients meeting profiles specified in a program material placement request, which is typically from an advertiser. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 6,038,367 (to Abecassis) discloses a method and system for automatically customizing a viewer-selected video responsive to the application of the viewer's video content

preferences to a segment map of the video. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

U.S. Patent No. 6,038,545 (to Mandenberg) discloses a systems and methods for generating digital multimedia store displays and menu boards that are assembled at a central location for stores. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

WO 99/08216 discloses a method and apparatus for distributing audiovisual content, including advertisements, from a centralized situs to one or more remote locations. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

WO 99/36341 discloses an information distribution system for use in an elevator in which visual information, including advertisements, is distributed via a local server to elevator display units in elevators. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

WO 00/00917 also discloses a system for distribution and display of advertisements within elevator cars. The reference does not disclose all of the features of claims 1, 9, 15, 17 and 25, and does not disclose a system or method for providing advertisement information as claimed in the claims.

For the reasons stated above, Applicant hereby respectfully requests that this Petition to Make Special be granted.

It is respectfully requested that under 37 CFR 1.102 this petition be granted. Enclosed

herewith is a check for \$130.00 in accordance with 37 CFR 1.17(h). The Commissioner is hereby authorized to charge Deposit Account 19-0079 for any additional fee required with respect to this matter.

Respectfully submitted,



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: David H. Sprogis

GROUP: Unknown

SERIAL NO: 60/148,807

EXAMINER:

FILED: 08/13/99

FOR: SYSTEM AND METHOD FOR DIGITALLY PROVIDING AND
DISPLAYING ADVERTISEMENT INFORMATION TO
CINEMAS AND THEATERS

Assistant Commissioner of Patents
Washington, D.C. 20231



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Technology Center 2100

COPY

Sir:

INFORMATION DISCLOSURE STATEMENT

In compliance with 37 C.F.R. §§1.56, 1.97, and 1.98, Applicant submits copies of the documents listed on the attached Form PTO-1449. The Commissioner is authorized to charge Deposit Order Account No. 19-0079 for any further fee that is required.

Respectfully submitted,

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I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on this date July 28, 2000 in an envelope as "Express Mail Post Office to Addressee Mailing Label Number EL625087905US addressed to the Assistant Commissioner of Patents and Trademarks, Washington, D.C. 20231.

Sarah Kennedy

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

NOV 27 2000

David H. Sprongis
APPLICANT

August 13, 1999
FILING DATE

Unknown
GROUP

Unknown
EXAMINER

U.S. PATENT DOCUMENTS

RECEIVED

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILED DATE IF APPROPRIATE
	AA	5,381,476	01/10/95	Kimoto et al			Technology Center 2100
	AB	5,392,066	02/21/95	Fisher et al.			11/19/92
	AC	5,412,416	08/07/92	Nemirofsky			05/02/95
	AD	5,521,631	05/28/96	Budow et al.			05/25/94
	AE	5,568,181	10/22/96	Greenwood et al.			05/01/95
	AF	5,761,601	06/02/98	Nemirofsky et al.			08/09/93
	AG	5,801,754	09/01/98	Ruybal et al.			11/16/95
	AH	5,838,314	11/17/98	Neel et al.			02/21/96
	AI	5,892,535	12/13/96	Allen et al.			04/06/99
	AJ	5,924,013	09/03/97	Guido et al.			07/13/99
	AK	5,955,710	09/21/99	DiFranza			01/20/98
	AL	5,983,069	03/22/96	Cho et al.			11/09/99
	AM	6,009,465	12/28/99	Decker et al.			01/22/96
	AN	6,026,368	02/15/00	Brown et al.			07/17/95
	AO	6,026,369	02/15/00	Capek			05/09/97
	AP	6,038,367	03/14/00	Abecassis			
	AQ	6,038,545	03/14/00	Mandeberg			03/17/97

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION YES NO
	AR	WO99/08216	02/18/99	PCT			
	AS	WO99/36341	07/22/99	PCT			
	AT	WO00/00917	01/06/00	PCT			

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER INITIAL		

EXAMINER

DATE CONSIDERED

EXAMINER:

Initial if citation considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.